



**STATE OF IOWA**  
**MASTER AGREEMENT**  
 Contract Declaration and Execution

EFFECTIVE BEGIN DATE: 01-01-2009  
 EXPIRATION DATE: 12-31-2009  
 PAGE: 1 of 3

**VENDOR:**

Brain Child Press Inc  
 Ste 100  
 13324 Beckenham Dr  
 Little Rock, AR 72212  
 USA

**VENDOR CONTACT:**

Peggy Sissel-Phelan  
 PHONE: 501-837-5081 EXT:  
 EMAIL: peggy@brainchildpress.com

FOB FOB Dest, Freight Prepaid

**ISSUER:**

JEANETTE CHUPP  
 PHONE: 515-281-6288  
 EMAIL: Jeanette.Chupp@iowa.gov

**Contract For:** Publications for Health Education

The parties agree to comply with the terms and conditions on the following attachments which are by this reference made a part of the Agreement.

Attachment 1: General Terms and Conditions for goods contracts posted at web-site:

[http://das.gse.iowa.gov/terms\\_goods.pdf](http://das.gse.iowa.gov/terms_goods.pdf)

Attachment 2: Contractor's Resopnse to Competitive Bid 0709588004 of October 13, 2008, on file with the Iowa Dept. of Administrative Services, General Services Enterprise.

Health Education Publications, Picture Books, Teaching Guides, Games and Flash Cards....

- Review the Product Listing (attached) or at web-site: <http://www.brainchildpress.com>
- 10 to 56% Discount available on quantity orders upon pre-authorization
- Payment Type: Paper Check
- Payment Terms: Net 30 days
- FOB: Ship Point (actual DHL freight charges added to invoice)
- Minimum Order Requirement: None
- Returns (shipped-in-error or damaged-items) shall be accepted in original cartons upon "pre-authorization" with a 10% re-stocking fee..

Customer Service Contact: Peggy Sissel-Phelan

- Phone: 501-837-5081 or FAX 501-228-0908
- E-Mail: peggy@brainchildpress.com

**RENEWAL OPTIONS**

FROM 01-01-2010 TO 12-31-2010  
 FROM 01-01-2011 TO 12-31-2011  
 FROM 01-01-2012 TO 12-31-2012  
 FROM 01-01-2013 TO 12-31-2013

**AUTHORIZED DEPARTMENT**

ALL

IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.

CONTRACTOR		STATE OF IOWA	
CONTRACTOR'S NAME (If other than an individual, state whether a corp., partnership, etc.) <b>Brain Child Press, Inc.</b>		AGENCY NAME <i>Iowa Dept. of Administrative Services</i>	
BY (Authorized Signature) <i>Peggy A. Sissel, Ed.D.</i>	Date Signed <b>12/31/08</b>	BY (Authorized Signature) <i>Jeanette Chupp</i>	Date Signed <i>Dec. 30, 2008</i>
Printed Name and Title of Person Signing <b>Peggy A. Sissel, Ed.D. CEO</b>		Printed Name and Title of Person Signing <i>Jeanette Chupp</i>	
Address <b>13324 Beckenham Drive, Little Rock, AR</b>		Address <i>1305 E. Walnut, Des Moines, Iowa</i>	



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LINE NO.	QUANTITY / SERVICE DATES	UNIT	COMMODITY / DESCRIPTION	UNIT COST / PRICE OF SERVICE
1	0.00000		7158962	\$0.000000
			TEACHER RESOURCE, EARLY CHILDHOOD	\$0.000000
			Teaching Guides per the attached order form.	
2	0.00000		05272	\$0.000000
			Posters and Prints (Not Originals)	\$0.000000
			Picture Books per the attached order form	
3	0.00000		20847	\$0.000000
			Games: Adventure, Board, Puzzles, Strategy, etc. (See 037-84	\$0.000000
			Games and Flash Cards per the attached order form.	
4	0.00000		96286	\$0.000000
			Transportation of Goods and Other Freight Services	\$0.000000
			Actual DHL Freight Charges invoiced.	



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**EXPIRATION DATE:** 12-31-2009  
**PAGE:** 3 of 3

**TERMS AND CONDITIONS**

**Terms & Conditions Goods**

The parties agree to comply with the terms and conditions on the following web site which are by this reference made a part of the Agreement.

General Terms and Conditions for goods contracts are posted at: [http://das.gse.iowa.gov/terms\\_goods.pdf](http://das.gse.iowa.gov/terms_goods.pdf)

Attachment # 1, RFB 0709588004 Bid Form

Specify the discount offered for State Orders: 10 to 56 Percent discount depending  
on item and quantity ordered

Specify the Catalog/Price List from which your discount is offered:

Catalog or Price List Name: 2009 Product List

Catalog or Price List Publication Date: September, 2008

Attn: Two (2) copies of your catalog or price list must be returned with your bid package. If you are offering a discount from your web-site in lieu of a Catalog, specify the web-site address: http://

Payment is required by (check one): ☒ Paper Check

☐ MasterCard Procurement Card, at the time of order

☐ MasterCard Procurement Card, after receipt of materials and invoice

☐ Electronic Funds Transfer (per the Vendor Form included herein)

Payment Terms (check one): ☒ Net 30 Days; ☐ Net 60 Days; ☐ Other: \_\_\_\_\_

Freight Terms shall be (check one):

☐ FOB Destination, Freight Prepaid (no freight charges invoiced)

☐ FOB Destination, Freight Collect (actual UPS freight charges invoiced)

☒ FOB Ship Point (actual ~~UPS~~ <sup>DHL</sup> freight charges shall be added to invoice).

Customer Service shall be provided by:

Name: Peggy Sissel-Phelan, Phone: 501 - 837-5081

E-Mail Address: peggy@brainchildpress.com FAX: 501- 228-0908

Return of publications shipped in error, or received in a damaged condition shall be pre-authorized by customer service and returned at no-charge. Return of publications ordered in error shall be pre-authorized by customer service and invoiced a 10 percent re-stocking fee, or \_\_\_\_\_.

Minimum Order requirement (check one and complete):

☒ No Minimum Order requirements shall apply.

☐ A minimum order is required as specified: \_\_\_\_\_

Products offered herein contain 0 % Reclaimed/Recycled Material

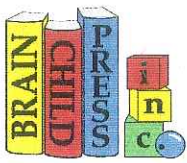
Authorizing Signature: Peggy Sissel-Phelan, Ed.D. Printed Name: Peggy Sissel-Phelan, Ed.D.

Company Name/Address: Brain Child Press, Inc.

13324 Beckenham Drive, Suite 100

Little Rock, AR 72212





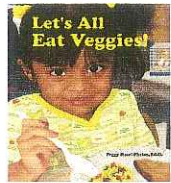
13324 Beckenham Drive, Suite 100  
Little Rock, AR 72212  
501-837-5081 voice / 501-228-0908 fax  
peggy@brainchildpress.com  
Visit us at [www.brainchildpress.com](http://www.brainchildpress.com)



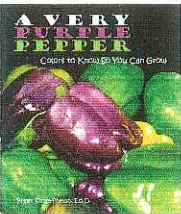
## Food and Nutrition Children's Picture Books



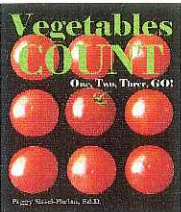
Young or old, country folk or city folk, everybody enjoys a visit to the Farmers' Market! This easy-to-read picture book about the benefits of shopping at the Farmers' Market stresses the importance of variety, color, and freshness of foods. With so much to see and taste, "A Visit to the Farmer's Market" is healthy and fun for all ages! **Retails at \$5.99**  
**Also available in Spanish! "Una Visita al Mercado de los Rancheros"**



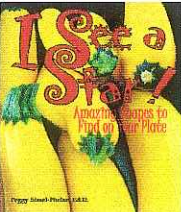
This book gives kids sixteen ways to try their vegetables - and none of them fried! Even the most finicky eater will be tempted by the different tastes and textures this rollicking poem offers up. Colorful and catchy, neither the kids nor the family cook will be able to forget that there's more than one way to eat your vegetables!  
**Retails at \$4.99**



All kids want to grow up to be big and strong, healthy and smart. Now you can teach kids their colors while sharing the message that eating a variety of colorful vegetables is important to growing up healthy. Helping kids learn their colors has never been so easy - or so nutritious! **Retails at \$5.99**



Vegetables are an important part of what we eat every day, but most of us don't get the number of servings we need. *Vegetables Count* introduces kids to a variety of vegetables and the concept of serving size while helping them develop and practice important counting, grouping, and other arithmetic skills. Who's counting? They are! **Coming in 2009! Pre-order now. Retails at \$5.99**



*I See a Star!* helps kids look at fruits and vegetables in a whole new way while encouraging them to explore and taste the shapes and textures of nature's goodness. From cauliflower clouds to okra wagon wheels, this book's fresh approach to produce promotes critical thinking and observation skills in kids, who just might ask you someday: "Can I have triangles for lunch?"  
**Retails at \$5.99 Coming in 2009! Pre-order now.**

## 2009 - PRODUCT LIST - 2009

See back for special pricing!

**A Visit to the Farmers' Market**  
by Peggy Sissel-Phelan, Ed.D.  
© Copyright 2006  
Full color, 22 pages, 7 x 8.5  
Softcover  
Single copy price for education,  
nonprofit, and government  
**\$4.29**

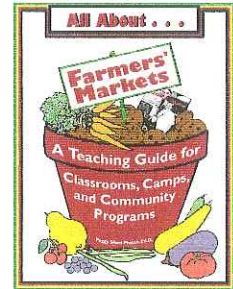
**Let's All Eat Veggies**  
by Peggy Sissel-Phelan, Ed.D.  
© Copyright 2006  
Full color, 16 pages, 6 x 6.75  
Softcover  
Single copy price for education,  
nonprofit, and government  
**\$ 3.95**

**A Very Purple Pepper:**  
*Colors to Know So You Can Grow*  
by Peggy Sissel-Phelan, Ed.D.  
© Copyright 2008  
Full color, 18 pages, 7 x 8.5  
Softcover  
Single copy price for education,  
nonprofit, and government  
**\$4.29**

**Vegetables Count:**  
*One, Two, Three, GO*  
by Peggy Sissel-Phelan, Ed.D.  
© Copyright 2009  
Full color, 18 pages, 7 x 8.5  
Softcover  
Single copy price for education,  
nonprofit, and government  
**\$4.29**

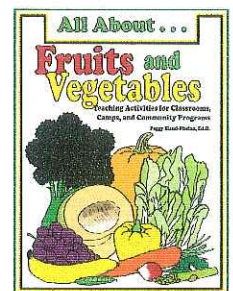
**I See a Star!**  
*Amazing Shapes to Find On Your Plate*  
by Peggy Sissel-Phelan, Ed.D.  
© Copyright 2009  
Full color, 18 pages, 7 x 8.5  
Softcover  
Single copy price for education,  
nonprofit, and government  
**\$4.29**

## Food and Nutrition Teaching Guides



Filled with activities for children in PreK through early elementary, this teaching guide incorporates nutrition education with language arts, social studies, science, music, physical activities, and more. Ten lessons include such topics as "Thinking About What We Eat," "Making Good Food Choices," "From Farm to Market," and "Tastes and Textures of the Market." Each unit has clearly stated main concepts and learning objectives that address current health education and cross-curricular standards. All of the 40+ activities are original and were developed specifically for the book by the author. 106 pages.

Single copy price for educ, non-profit, and government: **\$24.95**  
**Retails at \$32.95**

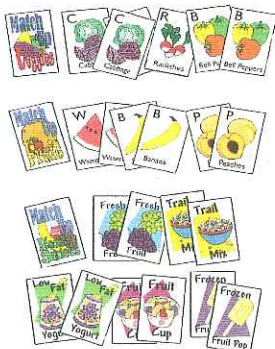


We know of the importance of including lots of fruits and vegetables in our diets. But, it's one thing to tell kids to eat their vegetables, and another thing to get them to want to! The second title in our "All About..." series, this activity guide details ways to incorporate basic concepts of nutrition across the curriculum while having fun learning about fruits and vegetables. Includes games, songs, arts and crafts, recipes, reproducibles and other classroom activities to introduce Pre-K to early elementary kids to the amazing array of produce around us while encouraging them to try something new. Single copy price for educ, non-profit, and government: **\$24.95**

**Retails at \$32.95**

**Coming in 2009!  
Pre-order now.**

## Food and Nutrition Games and Flashcards



These matching card games add fun to your lesson while reinforcing the content you want youngsters to learn. Now available in Fruit, Veggies, and Healthy Snacks. Directions included give suggestions on use of the cards in your setting. Outside the classroom or clinic, Match Ups make great party favors, stocking stuffers, travel treats, or get-well gifts.

Price per set at the educational, nonprofit, and government price: **\$9.95**

Price when purchasing all three: **\$21.95**

**Retails at \$9.95**

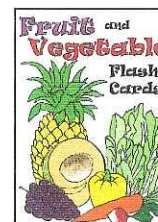
**Contents:**  
40 game cards  
plus directions

**Players:**  
1 to 4 players  
ages 4 to 104

## Fruit and Vegetable Flash Cards

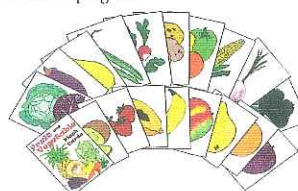
This boxed set of 48 fruit and vegetable flash cards will help you teach youngsters about the colorful abundance of produce available to us. These cards teach identification skills and vocabulary while reinforcing knowledge of colors and categories.

Each set comes with instructions for a variety of uses with groups or individuals. Cards are 4.5 x 5.5", heavy duty, laminated and wipe clean - perfect for frequent use in your classroom or program.



Education,  
nonprofit,  
government  
price: **\$19.95**

**Retails at \$24.95**





## Picture Books

Enjoy an additional **10%** off Brain Child Press' picture book rates throughout 2009. That's a savings of up to **56% off** our regularly discounted institutional pricing.

Your price: **\$3.86** **\$3.77** **\$3.58** **\$3.49** **\$3.31** **\$3.01** **\$2.81** **\$2.70** **\$2.42**

Picture Book RATES	1-25	26-49	50	100	500	1,000	2,500	5,000	10,000
A Visit to ...	\$4.29	\$4.19	\$3.97	\$3.87	\$3.67	\$3.34	\$3.12	\$3.00	\$2.69
Una Visita ...	\$4.29	\$4.19	\$3.97	\$3.87	\$3.67	\$3.34	\$3.12	\$3.00	\$2.69
Purple Peppers	\$4.29	\$4.19	\$3.97	\$3.87	\$3.67	\$3.34	\$3.12	\$3.00	\$2.69
Vegetables Count	\$4.29	\$4.19	\$3.97	\$3.87	\$3.67	\$3.34	\$3.12	\$3.00	\$2.69
Seeing Stars	\$4.29	\$4.19	\$3.97	\$3.87	\$3.67	\$3.34	\$3.12	\$3.00	\$2.69
Let's All Eat ...	\$3.70	\$3.65	\$3.60	\$3.55	\$3.36	\$3.16	\$2.76	\$2.57	\$2.37

**Half off  
retail!**

### All About ... Teaching Guides

Your price each - **\$16.50**

Any quantity

### Games and Flash Cards

Match Up Games - **\$ 5.00 each**

Flash Cards - **\$12.50 each**

**Half off  
retail!**

Shipping charges are based on weight.  
We use DHL shipping services. Please contact us to get  
the estimated cost as you are planning your order.

Purchase orders accepted via FAX, email, or post.



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Little Rock, AR 72212  
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peggy@brainchildpress.com  
Visit us at [www.brainchildpress.com](http://www.brainchildpress.com)

